

16th YEAR • A WEEKLY PUBLICATION

# 1956

# Calendar

8 EAST 77th STREET  
NEW YORK 21, N. Y.

TRAFALGAR 9-2343

*File Copy*  
*10/22/56*

# fashion

january						
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march - 1957						
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RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, OCTOBER 19, 1956</u>			
Friday Oct. 19 10:00 A.M.	SHOWINGS OF SPRING COLLECTION Showings at 10:00 A.M. By appointment. Contact:	BEN REIG, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR CH. 4-1542.
Friday Oct. 19 1:00 P.M.	OPENING OF SPRING COLLECTION Hannah Troy will present her Spring collection at 1:00 P.M. daily. Contact: LO. 3-0988. Publicity: Gladys Steiner, PL. 1-2820.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Friday Oct. 19 1:15 P.M.	SPRING COLLECTION-- OPENING Oleg Cassini will present his Spring collection at 1:15 P.M. daily. Contact: Dorothy Lambert, LO. 5-6453. Publ: Alfred Davidson, PL. 5-C868.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Friday Oct. 19 2:30 P.M.	SHOWINGS OF SPRING COLLECTION Daily at 2:30 P.M. By appointment. Contact: CH. 4-4600. Publicity: Nona James, MU. 5-4834.	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Friday Oct. 19	OPENING OF SPRING COLLECTION Continuous daily showings. Contact: LA. 4-2877.	MARTIN SIMON, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Beginning Friday Oct. 19	OPENING: CRUISE & HOLIDAY COLLECTION Continuous daily showings. Contact: LO. 4-7832.	COUNTRY CLOTHES	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Saturday Oct. 20 10:30 A.M.	OPENING OF SPRING COLLECTION Daily showings thereafter at 4:00 P.M. Contact: CH. 4-2617.	SAMUEL WINSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

### WEEK BEGINNING SUNDAY, OCTOBER 21, 1956

Sunday Oct. 21- Oct. 25	BOYS' INDUSTRY MARKET WEEK Spring and Summer market week of the boys' industry, sponsored by the Boys' Apparel and Accessories Mfrs. Ass'n, in cooperation with Boys' Apparel Buyers' Ass'n. On Wed., Oct. 24 at 8:30 A.M., B.A.B.A. will have a special breakfast for buyers. Contact: Shirley Trosk, PE. 6-6244.	B.A.M.A. & B.A.B.A.	HOTEL NEW YORKER 5TH TO 10TH FLOORS
Monday Oct. 22- Oct. 26 8:45 A.M.- 9:30 A.M.	PREVIEWS OF SPRING SHOE COLLECTION Mademoiselle Shoes will present their Spring shoe collection for retail fashion coordinators and hosiery stylists at informal breakfast shows. By invitation only. Contact: Renee Smith, LO. 4-3350.	MADemoISELIE SHOES	350 FIFTH AVENUE SHOWROOM - RM. 7419



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday	OPENING OF SPRING DRESS COLLECTIONS	APERITIF; LEONARD & ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Oct. 22 10:00 A.M.	Showing of Spring dress collections--Aperitif for petites and misses at 10:00; Leonard Arkin for misses at 10:30; Andrew Arkin for petites at 11:30. Contact: Lois Lapper, WI. 7-5324.		
Monday Oct. 22 10:30 A.M.	PRESS PREVIEW OF SPRING COLLECTION	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Preview of Spring collection by Sylvan Rich for Martini. By invitation. Daily thereafter at 10:30. Publicity: Mildred Kaldor, TE. 8-1520.		
Monday Oct. 22 11:30 A.M.	PREVIEW OF SPRING COAT & SUIT COLLECTION	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	George Carmel's Spring coat and suit collection. By invitation only. <u>Trade showings thereafter at 10:30 A.M.</u> Contact: LA. 4-3310.		
Monday Oct. 22 12:00 Noon Luncheon	PREVIEW OF SPRING DRESS COLLECTION	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Lee Claire will preview their Spring afternoon, cocktail and evening dresses. By invitation. Daily at 12:00. Contact: Jack Sulzer, WI. 7-9470.		
Monday Oct. 22 12:30 P.M. Buffet	PRESS PREVIEW OF SPRING COLLECTION	ELFREDA-VISIONI, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Preview of Spring collection designed by Elgee Bove. By invitation only. Daily at 1:00 P.M. Contact: CH. 4-2659.		
Monday Oct. 22 2:30 P.M.	PREVIEW OF SPRING DRESS COLLECTION	JERRY PARNIS, INC.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	Jerry Parnis will preview her Spring dress collection. By invitation. Daily thereafter at 2:30 P.M. Publicity: Mildred Kaldor, TE. 8-1520.		
Monday Oct. 22 2:30 P.M.	OPENING OF SPRING COLLECTION	ED GERRICK, INC.	550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	Showing daily at 2:30 P.M. Contact: LO. 4-1820.		
Monday Oct. 22 4:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Vera Maxwell will preview her Spring and Travel collection. By invitation. Trade thereafter at 12:00 Noon. Contact: Jo Hildebrandt, LO. 3-4358.		
Monday Oct. 22 6:30 P.M.- 8:30 P.M.	"DESIGNING"--FASHION TRAINING COURSE	THE FASHION GROUP, INC.	COMMUNITY BUILDING (9 ROCKEFELLER PLAZA) 40 EAST 35TH STREET
	Speakers: Herbert Sondheim, Herbert Sondheim, Inc.; Polaire Weissman, Costume Institute. Price: \$2.00 per session. Contact: CI. 7-3940.		
Tuesday Oct. 23 9:30 A.M. Breakfast	PRESS PREVIEW: FABRIC AND PATTERN SHOW	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
	Imported and American fabrics in Holiday fashions by McCall Patterns. By invitation. Publicity: Nancy Rosenfield, OX. 5-4400.		
Tuesday Oct. 23 10:00 A.M.	OPENING OF RESORT & SPRING COLLECTION	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	The Adele Simpson Resort and Spring collection at 10:00 A.M.; ( <u>Spring only at 5:30 P.M.</u> ). By reservation. Contact: Nancy Hambly, LA. 4-7626.		



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 23 10:30 A.M.	PRESS PREVIEW OF SPRING COLLECTION Christian Dior-New York will preview their Spring collection at 10:30 A.M. to the press. <u>Trade showings at 2:30 P.M., Oct. 23, 24, 26, 29, 31.</u> By invitation. Contact: PL. 7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday Oct. 23- Nov. 13 10:30 A.M.	OPENING OF SPRING SUIT COLLECTION Showing of Handmacher's Spring suits and their junior collection on Tuesdays only, at 10:30 A.M., through Nov. 13. Contact: LO. 4-7832.	HANDMACHER-VOGEL	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Oct. 23 11:00 A.M.	PRESS PREVIEW: SPRING COATS AND SUITS Preview of Seymour Fox's Spring coats and suits. By invitation. <u>Trade showings: Oct. 24, 25, 30 and 31. Nov. 1, 6 and 7 at 10:00 A.M.</u> Contact: Sally McKay, LO. 4-3246.	FOX COAT & SUIT CO.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Beginning Tuesday Oct. 23 11:30 A.M.	PREVIEW OF SPRING DRESS COLLECTION Abe Schrader will present their Spring dress collection at 11:30 A.M. Contact: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Tuesday Oct. 23 11:30 A.M.	OPENING: RESORT & SPRING DRESSES Countess Alexander will present Resort and Spring cocktail and evening dresses at 11:30 A.M. daily. Contact: CH. 4-5693.	COUNTESS ALEXANDER	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Tuesday Oct. 23 11:30 A.M.	OPENING OF SPRING BOUTIQUE FASHIONS Showing of the Miss Martini Spring fashions by Sylvan Rich at 11:30 A.M. daily. Publicity: Mildred Kaldor, TE. 8-1520.	MISS MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Tuesday Oct. 23 12:00 Noon	OPENING: 1957 SPRING COLLECTION Donald Dress will present their 1957 Spring collection of daytime and cocktail dresses. ( <u>Note Change of Date.</u> ) Continuous thereafter. Publicity: Margaret Hodge, PL. 5-7630.	DONALD DRESS, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday Oct. 23 12:00 Noon Luncheon	PRESS PREVIEW OF NEW DINNERWARE Lucent will preview their new dinnerware, designed by Raymond Lowey, to press and buyers. By invitation only. ( <u>Note Change of Place.</u> ) Publicity: Peggy Foldes or Jean Bobb at Max Rogel, 527 Madison Ave., PL. 1-2855.	LUCENT CORP.	HOTEL PLAZA TERRACE ROOM
Tuesday Oct. 23 12:00 Noon	PREVIEW OF RESORT & SPRING DRESSES Seymour Jacobson's preview of Resort and Spring dresses. Daily at 12:00 Noon. Publicity: Peggy Cantor, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Tuesday Oct. 23 1:00 P.M.	OPENING OF SPRING COLLECTION Talmack's Spring collection, designed by John Moore, will be shown at 1:00 P.M. daily. Contact: BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday Oct. 23 2:30 P.M.	OPENING OF SPRING COLLECTION Showing of Ira Rentner's dresses, suits and costumes for petites and juniors, at 2:30 P.M. daily. By reservation. Contact: LA. 4-0162.	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday Oct. 23 2:30 P.M.	OPENING OF SPRING COAT COLLECTIONS Showings Oct. 23, 30, Nov. 7; thereafter continuous. Contact: LO. 4-7832.	SPORTLEIGH & WESTCHESTER	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Oct. 23 3:00 P.M.- 6:00 P.M.	SWISS FABRIC FASHION SHOW Spring and Summer fashions from Swiss cotton fabrics and embroideries. Sponsored by Cotton Textile Industry of Switzerland, in collaboration with leading U.S.A. designers. Admission by invitation and ticket only to retail trade and press. Contact: M. Stanley Brown, OX. 7-0022.	SWISS FABRIC GROUP (110 EAST 42ND ST.)	WALDORF-ASTORIA SERT ROOM
Tuesday Oct. 23 3:30 P.M. Cocktails	PRESS PREVIEW OF NEW DISHWASHERS New line of dishwashers and other major appliances. By invitation only. Contact: Helen Shapiro at Harshe-Rotman, Inc., CI. 5-8687.	WASTE KING CORP. (LOS ANGELES, CALIF.)	HOTEL PLAZA CRYSTAL ROOM
Beginning Tuesday Oct. 23	OPENING OF SPRING DRESS COLLECTION Daytime, afternoon and cocktail dresses. Contact: BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Tuesday Oct. 23	SPRING & TRAVEL--COATS, SUITS AND ENSEMBLES Continuous daily showings. Contact: WI. 7-4223.	MAX MILSTEIN, INC.	230 WEST 39TH STREET SHOWROOM - 9TH FLOOR
Beginning Tuesday Oct. 23	OPENING OF SPRING COAT COLLECTION By appointment only. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Wednesday Oct. 24 9:00 A.M. Breakfast	PREVIEW: SPORTSWEAR AND BEACHWEAR "World Wide Look in Fashion"--press preview of Spring and Summer sportswear and beachwear. By invitation. Contact: Wilma Donaldson, WI. 7-1398.	QUEEN CASUALS (1410 BROADWAY)	HOTEL PLAZA WHITE & GOLD SUITE
Wednesday Oct. 24 10:30 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION By invitation. Daily showings thereafter at 10:30 A.M. Contact: Lee Jablow, PE. 6-7530. Publicity: Rose Hilton, 475 Fifth Ave., MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday Oct. 24 10:30 A.M.	PRESS PREVIEW: SPRING COUTURE COLLECTION Preview for press of Jane Derby's Spring couture collection. <u>Trade showings at 10:30 A.M. on Oct. 25, 30 and Nov. 1.</u> By invitation only. Contact: Estelle Marr, LA. 4-9350. Publicity: Eleanor Lambert, MU. 8-2130.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday Oct. 24 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Bonnie Cashin's Fall and Winter fashions, designed for Philip Sills, and available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bonnie Cashin Publicity: Donna Cannon, MU. 7-5447. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BONNIE CASHIN	HOTEL PIERRE COTILLION ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 24 12:30 P.M. Luncheon	FAIL AND WINTER FURS AT LUNCHEON Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Dein-Bacher contact: PL. 9-5913. Waldorf Fashion Director, Madeleine Riordan, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Oct. 24 2:30 P.M.	PREVIEW OF NEW COIFFURES Preview of new 1956-57 coiffures and hair ornaments, designed by Guillaume. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	MARCEL SALON (14 EAST 56TH ST.)	HOTEL AMBASSADOR BALLROOM
Wednesday Oct. 24 2:30 P.M.	PREVIEW OF SPRING WHOLESALE COLLECTION Preview for press and customers. Contact: PL. 7-6334.	CARRIE MUNN	6 WEST 57TH STREET SALON - 6TH FLOOR
Wednesday Oct. 24 4:00 P.M. Cocktails	PRESS PREVIEW: HOLIDAY AND RESORT FASHIONS Suzy Perette will preview their Holiday and Resort fashions to the press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	SUZY PERETTE	134 WEST 37TH STREET SHOWROOM - 2ND FLOOR
Beginning Wednesday Oct. 24	OPENING OF SPRING DRESS COLLECTION Showing of Spring cocktail dresses, designed by Ric McClintock. Contact: Lew Lessick, BR. 9-2680. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.	THE DATE LINE	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday Oct. 25 10:30 A.M.	PREVIEW OF SPRING DRESS COLLECTION Preview of Edward Abbott's cocktail, dinner and evening fashions for Spring. By invitation. Daily at 10:30 A.M. Contact: Bill Laird, LA. 4-8490.	EDWARD ABBOTT, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Thursday Oct. 25 10:30 A.M.	OPENING OF SPRING DRESS COLLECTION Jerry Greenwald's Spring dress and ensemble collection, designed by Violet Feigen, at 10:30 A.M. Contact: LO. 5-4850.	JERRY GREENWALD, INC.	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Thursday Oct. 25 12:30 P.M. Luncheon	INTERNATIONAL FASHION SHOW Aberfoyle will present an International Fashion Show of Resort and Spring fashions in cotton by leading designers here and abroad. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aberfoyle contact: Florence S. Lippincott, BR. 9-5950. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ABERFOYLE MFG. CO. (1430 BROADWAY)	WALDORF-ASTORIA EMPIRE ROOM
Thursday Oct. 25 2:30 P.M.	PREVIEW OF SPRING COLLECTION Ceil Chapman's Spring collection for press and buyers. By invitation. Daily at 2:30 P.M. Contact: LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Thursday Oct. 25 4:00 P.M.- 6:30 P.M.	PRESS PREVIEW OF PICASSO EXHIBITION "Picasso, His Prints and Drawings"---a special exhibition in honor of the artist's 75th birthday. Open to public Thurs., Oct. 25 - Dec. 30. Publicity: Evalyn M. Clark, NE. 8-5000.	THE BROOKLYN MUSEUM	EASTERN PARKWAY



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Thursday Oct. 25 5:30 P.M. Cocktails	PREVIEW OF RESORT AND SPRING COLLECTION Preview of the Marusia - Travis Banton Resort and Spring collection. By invitation only. Continuous showings from Oct. 26 - Nov. 9, at St. Regis, private suite. Publicity: Maxwell-Gray, PL. 3-5556.	MARUSIA- TRAVIS BANTON	ST. REGIS HOTEL ROOF
Beginning Thursday Oct. 25	OPENING: SPRING & SUMMER SKIRTS Contour skirts, designed by Jack Baker. Contact: Matt Baker, LO. 3-6100.	SPORTEMPOS	1372 BROADWAY SHOWROOM - 18TH FLOOR
Friday Oct. 26 10:30 A.M.	OPENING OF SPRING COAT & SUIT COLLECTION Also, Oct. 30, Nov. 1, 14. By appointment. Contact: JU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Friday Oct. 26 12:00 Noon Luncheon	PREVIEW: CHILDREN'S SPRING DRESSES Cinderella Frocks present their Spring dresses in sizes 3 to 6x and 7 to 14. By invitation only. Publicity: Ruth Hammer, EL. 5-7872.	ROSENAU BROS.	112 WEST 34TH STREET SHOWROOM - 14TH FLOOR
Friday Oct. 26 2:30 P.M.	PRESS PREVIEW: RESORT & SPRING COLLECTION Preview of the Resort and Spring collection by Branell. By invitation only. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Friday Oct. 26 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS Oct. 26: Walter Florell. Nov. 2: William J. Nov. 9: Herma G. Nov. 16: John Fredericks. Nov. 30: Aranka. Dec. 7: Don Marshall. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
Saturday Oct. 27- Nov. 4	FIRST INTERNATIONAL FASHION EXPOSITION "The American Family Fashion Story"--fashions for men, women and children; fabrics and allied interests. Admission: \$1.00. Proceeds for benefit of Scholarship Fund of Fashion Institute of Technology. Hours: 11 - 11; Sunday, 1 - 9. Fashion Director: Eleanor Lambert. Exposition contact: JU. 6-6820. Public Relations: A.A. Schechter, 580 Fifth Ave., JU. 6-2420.	FASHION-O-RAMA (353 W. 57TH ST.)	NEW YORK COLISEUM COLUMBUS CIRCLE
Monday Oct. 29- Nov. 16 9:00 A.M.& 3:30 P.M.	"BEST DRESSED WOMAN IN THE WORLD"--CLINICS Preview of Spring '57 fashions from January, February, March issues. Merchandise-promotion clinics at 9:00 A.M.; personalized store group meetings at 3:30 P.M. For appointments, contact: Elaine Kannars, PL. 9-2080.	CHARM MAGAZINE	1384 BROADWAY CHARM SHOWROOM-18 FL.
Beginning Monday Oct. 29 11:45 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION Showing of Zelinka-Matlick's Spring coats and suits at 11:45 A.M. daily. Contact: Jerry Matlick, BR. 9-5100. Publ: C.J. Herrick Assoc., TR. 9-6310.	ZELINKA-MATLICK	512 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Beginning Monday Oct. 29 12:00 Noon	OPENING: SPRING COAT COLLECTION "The Coat's The Thing"--showing of Louis Goldstein's Spring coat collection. Show followed by luncheon. By invitation only. Contact: Dorothy Levine, CH. 4-3512.	LOUIS GOLDSTEIN & CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR



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Monday Oct. 29 4:30 P.M. Cocktails	FASHIONS FROM FEBRUARY ISSUE "Mademoiselle" will show clothes and accessories from their third annual "Heart of Fashion" February, 1957 issue. By invitation only to buyers and tie-in stores. Contact: Joel Graham, PL. 9-2080.	MADMOISELLE MAGAZINE (575 MADISON AVENUE)	HOTEL SHERATON-ASTOR GRAND BALLROOM
Tuesday Oct. 30 9:30 A.M. Breakfast	PRESS PREVIEW: TAIL GIRL FASHIONS Lane Bryant's Over Five-Seven Shop will preview a collection of "festive fashions." By invitation. Publicity: Paula Miller, LE. 2-0200.	LANE BRYANT	6TH FLOOR
Tuesday Oct. 30 9:30 A.M.	LEATHER COSTUMES BY BONNIE CASHIN Preview for buyers at 9:30 A.M.; press at 11:00 A.M. By invitation. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.	PHILIP SILLS	39 WEST 37TH STREET SHOWROOM - 4TH FLOOR
Beginning Tuesday Oct. 30 10:30 A.M.	SPRING AND SUMMER BRIDAL COLLECTION Opening of Spring and Summer bridal and bridesmaid collection, designed by Gaston Mallet. Thereafter at 10:30 and 2:30. By reservation; contact: Florence Hamburger, BR. 9-2680. Publ.: Vera Bacal-Fred Schey, PL. 3-8421.	MURRAY HAMBURGER & CO.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Oct. 30 11:30 A.M.	RESORT AND SPRING-- BY MADELEINE FAUTH Madeleine Fauth's Resort and Spring fashions will be shown daily at 11:30 A.M. Contact: Isabelle Crawford, BR. 9-7700.	"CLOTHES FOR YOU", INC.	1400 BROADWAY SHOWROOM - 16TH FLOOR
Beginning Tuesday Oct. 30	RESORT & SPRING COCKTAIL DRESSES David Morris will present import adaptations of Resort and Spring cocktail dresses at continuous daily showings. Contact: Gloria Frank, WI. 7-0511.	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday Oct. 30	OPENING: MISSES & JUNIOR DRESSES Georgette Juniors by Phyllis De Trano--Resort and Spring Junior dresses. Also, De Trano Originals--misses dresses. Contact: LO. 4-9445.	GEORGETTE JUNIORS; DE TRANO ORIGINALS	1400 BROADWAY SHOWROOM - 29TH FLOOR
Tuesday Oct. 30- Nov. 6	SIXTY-EIGHTH ANNUAL NATIONAL HORSE SHOW Publicity: Alden E. Calkins, 350 Fifth Avenue, PE. 6-0578.	NATIONAL HORSE SHOW ASS'N OF AMERICA, INC.	MADISON SQUARE GARDEN 8TH AVE. & 50TH ST.
Oct. 31	HALLOWE'EN (Wednesday).		
Wednesday Oct. 31 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Nettie Rosenstein's Fall fashions will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	NETTIE ROSENSTEIN (550 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 31 4:45 P.M.	PREVIEW: "WARM- WEATHER" COLLECTION Scaasi will preview his Resort, Spring and Summer fashions. By invitation only. Contact: Maxwell-Gray, PL. 3-5556.	SCAASI (144 E. 58TH ST.)	SAVOY-PIAZZA HOTEL LE CHATEAU-11TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 1 11:00 A.M.	PREVIEW OF SPRING COAT & SUIT COLLECTION Frank Gallant Originals will preview their Spring coats and suits to press and buyers. By invitation only. <u>Trade showings from Wed., Nov. 7 at 11:00 A.M. daily.</u> Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT ORIGINALS	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Thursday Nov. 1 12:30 P.M. Luncheon	CUSTOM ORIGINALS AT LUNCHEON SHOW Fontayne's Winter and Holiday custom originals will be shown during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Fontayne contact: PL. 3-6677. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	FONTAYNE (331 EAST 55TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Thursday Nov. 1 12:30 P.M. Luncheon	FALL AND HOLIDAY FASHIONS AT LUNCHEON Milgrim will present Fall and Holiday fashions by leading designers during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Milgrim contact: Audrey Leeds, LY. 6-0570. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MILGRIM	HOTEL PLAZA TERRACE ROOM
Thursday Nov. 1 7:30 P.M. Dinner	60TH ANNIVERSARY & ACHIEVEMENT MEDALS Parsons School of Design's 60th anniversary, with presentation of medals of achievement to: Christian Dior, Norman Norell, Gilbert Adrian, Claire McCardell and others. Tickets: \$15.00, contact: Tappen & Tew, 38 E. 57th St., PL. 1-2644. Publ.: Betty Yarmon, LO. 4-9194.	PARSONS SCHOOL OF DESIGN	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Nov. 1- Nov. 16	PRESENTATION OF FABRIC WORKSHOP Display of over 200 fabrics for retail piece goods buyers: model garments, promotional and display ideas. Also, from Dec. 3-Jan. 18. Contact: Jack Cannon, MU. 9-6000.	CELANESE CORPORATION OF AMERICA	180 MADISON AVENUE SHOWROOM - 10TH FLOOR
Monday Nov. 5- Nov. 11	33RD WOMEN'S ANNUAL INT'L EXPOSITION Display of fine arts, handicrafts and a Fall Flower Show by The Federated Garden Clubs of New York State. Another special feature will be "Rug-O-Rama", a display of 400 handmade rugs. Hours: 12:00 Noon-11:00 P.M. Admission: 91¢. Contact: Doris Vinton at John Morrissey Gray Co., 51 E. 42nd St., MU. 7-5587.	THE WOMEN'S NATIONAL INSTITUTE, INC.	71ST REGIMENT ARMORY PARK AVENUE & 34TH ST.
Nov. 6	ELECTION DAY (Tuesday).		
Tuesday Nov. 6 1:00 P.M.	PREVIEW OF SPRING DRESS COLLECTION Mr. Mort's Spring dress collection, designed by Lee Evans, will be shown Nov. 6, 7, 8, 9 at 1:00 P.M. By invitation. Contact: Jean Ring, OX.5-4760.	MR. MORT, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday Nov. 7 2:30 P.M.	PREVIEW OF SPRING DRESS COLLECTION Mam'selle will preview their Spring dress collection, designed by Betty Carol. By invitation. Continuous thereafter. Contact: Betty Whiteman, CH. 4-8876. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE DRESS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 7 4:00 P.M.	SHOWING OF RESORT & SPRING FASHIONS DuPont and "Holiday" Magazine will present care-free clothes for Resort and Spring, in a musical presentation by Michael Brown. Show followed by cocktails. For buying office representatives, by invitation. Contact: Louise Petry at DuPont, LO. 3-6400, Ext. 468.	DUPONT & HOLIDAY MAGAZINE	HOTEL STATLER GEORGIAN ROOM
Beginning Wednesday Nov. 7	OPENING: SPRING JUNIOR DRESS COLLECTION Continuous daily showings of Spring junior daytime and cocktail dresses. Contact: Sylvia Howard, CH. 4-3857.	CAPRICE ORIGINALS	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday Nov. 8 3:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION Preview of the Jack Horwitz Spring collection. By invitation. <u>Daily at 11:00 A.M. from Mon., Nov. 12.</u> Contact: Lois Silverman, IO. 4-1860.	JACK HORWITZ ASSOCIATES	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Saturday Nov. 10 12:30 P.M. Luncheon	HOLIDAY FASHIONS BY MR. MORT Benefit luncheon, with fashions by Mr. Mort. Tickets: \$9.00, contact: Banquet Dept., PL. 9-3000. Producer-Commentator: Betty Campbell, EL. 5-1405.	BENEFIT OF CEREBRAL PALSY LEAGUE	HOTEL PLAZA GRAND BALLROOM
Nov. 11- Nov. 17	NATIONAL PRESS WEEK IN LOS ANGELES BY THE CALIFORNIA FASHION CREATORS. Contact: William Maxfield, Exec. Dir., 740 So. B'way, Los Angeles.		
Tuesday Nov. 13 12:00 Noon Luncheon	SPRING READY-TO-WEAR LUNCHEON MEETING Co-Chairmen: Bettina Ballard and Margaret deMille. (Prices and more details later). Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR BALLROOM
Tuesday Nov. 13 12:30 P.M. Luncheon	RESORT FASHIONS DURING LUNCHEON Oleg Cassini will present his Resort fashions, available at leading stores. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 9-1000. Oleg Cassini Publicity: Alfred Davidson Assoc., PL. 5-0868. Produced by Mary Alice Rice, CI. 6-1790.	OLEG CASSINI	HOTEL AMBASSADOR BALLROOM
Wednesday Nov. 14 12:15 P.M. Luncheon	PREVIEW OF FALL 1957 COLLECTION Preview for press and buyers of the Bernhard Altmann and Connaught Fall 1957 cashmere sweaters, with color coordinated skirts. By invitation only. Contact: Editha Austin, OX. 5-3350.	BERNHARD ALTMANN (1451 BROADWAY)	ST. REGIS HOTEL ROOF
Thursday Nov. 15 4:00 P.M. Cocktails	HAND-DRESSED DOLLS: EXHIBIT AND AWARDS "A Treasury of Hand-Dressed Dolls"--first annual exhibit and announcement of winners in a national doll-dressing competition. Fashion and allied press, by invitation. Publicity: Rose Hilton, 475 Fifth, MU. 5-5133.	DOLL BODIES, INC. (55 PRINCE STREET)	BEIMONT-PLAZA HOTEL GLASS HAT ROOM
Tuesday Nov. 20 8:00 P.M. Dinner- Dance	"PARTY OF THE YEAR" FOR COSTUME INSTITUTE "A Night of Roses"--ninth annual "Party of the Year" for benefit of Costume Institute of Metropolitan Museum of Art. Entertainment by members of the fashion industry. Chairman of executive committee: Dorothy Shaver. Reservations: \$65.00 each; contact: Mrs. Mildred Wincor, TR. 9-5500.	COSTUME INSTITUTE-- MET. MUSEUM OF ART	WALDORF-ASTORIA GRAND BALLROOM



MOVIES...MUSIC...THEATRE...OPERA...BALLET

Saturday  
Oct. 20      PREMIERE: "STORM CENTER" (Movie)      NORMANDIE THEATRE, 110 WEST 57TH ST.  
Bette Davis, Brian Keith, Kim Hunter, Paul Kelly and Kevin Coughlin will star in the Phoenix Production, released by Columbia Pictures, about a small town librarian who refuses to remove a controversial book from the library. Producer: Julian Blaustein, Director: Daniel Taradash. Columbia Publicity: Hortense Schorr, PL. 1-4400.

Monday  
Oct. 22      OPENING: "THE SEA GULL"      4TH ST. THEATRE, 83 EAST 4TH STREET  
Betty Field, Jacob Ben-Ami, Shepperd Strudwick in Anton Chekhov's comedy. Producer and director: David Ross. Sets: Zvi Geyra. Costumes: Richard Mason. Publicity: Jim Sirmans, OR. 4-5710.

Tuesday  
Oct. 23 -      OPENING: "THE OLD VIC COMPANY"      WINTER GARDEN THEATRE, B'WAY & 51ST ST.  
Jan. 12      Sol Hurok will present The Old Vic Company in a Shakespeare series: Richard II, Romeo and Juliet, Macbeth, Troilus and Cressida with Paul Rogers, Claire Bloom, John Neville, Coral Browne. Sets and costumes: Frederick Crooke. Publicity: Martin Feinstein, PL. 9-6000.

Wednesday  
Oct. 24      PREMIERE: "THE SOLID GOLD CADILLAC" (Movie) VICTORIA THEA., B'WAY & 46TH ST.  
Judy Holliday and Paul Douglas will star in the movie adaptation of the Broadway play by George S. Kaufman and Howard Teichmann. Featuring: Fred Clark, John Williams, Hiram Sherman, Neva Patterson, Ray Collins and Arthur O'Connell. Producer: Fred Kohlmar. Director: Richard Quine. Costumes: Jean Louis. Publicity: Hortense Schorr, PL. 1-4400.

Thursday  
Oct. 25      SIXTH WEEK: N.Y. CITY OPERA      CITY CENTER, 131 WEST 55TH STREET  
Thurs., Oct. 25: Bizet's CARMEN. Fri., Oct. 26: Puccini's LA BOHEME.  
Sat., Eve., Oct. 27: Offenbach's ORPHEUS IN THE UNDERWORLD. Publicity: Barry Hyams, CO. 5-4784.

Thursday  
Oct. 25      OPENING: "SEPARATE TABLES"      MUSIC BOX THEATRE, 239 WEST 45TH STREET  
The Producers' Theatre, in association with Hecht-Lancaster, will present Eric Portman and Margaret Leighton in 2 one-act plays by Terence Rattigan. Director: Peter Glenville. Sets: Michael Weight. Lighting: Paul Morrison. Publicity: Barry Hyams, CO. 5-4784.

Monday  
Oct. 29      OPENING: METROPOLITAN OPERA      METROPOLITAN OPERA HOUSE, B'WAY & 39TH ST.  
Opening of the 1956-57 Metropolitan Opera's 72nd season, with Maria Meneghini Callas, Fedora Barbieri, Mario Del Monaco, Cesare Siepi in Bellini's "Norma." Publicity: Francis Robinson, FE. 6-1200.

Tuesday  
Oct. 30      OPENING: "MAJOR BARBARA"      MARTIN BECK THEATRE, 302 WEST 45TH STREET  
Charles Laughton, Cornelia Otis Skinner, Burgess Meredith, Glynis Johns and Eli Wallach will star in George Bernard Shaw's play. Produced by Robert L. Joseph and The Producers Theatre. Directed by Mr. Laughton. Sets and lighting: Donald Oenslager. Costumes: Dorothy Jeakins. Publicity: Karl Bernstein, CI. 6-0427.

Wednesday  
Oct. 31      OPENING: "AUNTIE MAME"      BROADHURST THEATRE, 235 WEST 44TH STREET  
Rosalind Russell will star in an adaptation by Robert E. Lee and Jerome Lawrence of the best-selling novel by Patrick Dennis. Produced by Robert Fryer and Lawrence Carr. Dir.: Morton Da Costa. Miss Russell's gowns: Travis Banton; costumes: Noel Taylor. Publ.: Arthur Cantor, CI. 6-6496.